What is claimed is:

1. A method for a system including a first store with a shelf, the method comprising the step, performed in the first store, of:

detecting a first product purchased by a customer,

wherein the method further includes

displaying an amount for a second product, from the shelf, depending on the detecting step.

- 2. The method of claims 1 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.
- 3. The method of claim 1 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.
- 4. The method of claim 1 wherein the system further includes a plurality of portable cards, and the method further includes

sending a first signal to a card in the plurality of portable cards, responsive to the detecting step.

5. The method of claim 1 wherein the system further includes a plurality of portable

cards, and the method further includes

displaying the amount includes displaying responsive to a first signal on a card in the plurality of cards.

- 6. The method of claim 5 further including receiving a second signal corresponding to a product selected for purchase; and determining an amount due depending on whether the second signal corresponds to a first signal on the card.
- 7. The method of claim 5 further including selectively sending a second signal further depends on a value of the first signal.
- 8. The method of claim 5 further including selectively sending a second signal to the card, depending on whether the first and second signals correspond to a common company.
- 9. The method of claim 8 wherein selectively sending a second signal further depends on a value of the first signal.
 - 10. The method of claim 5 further including

modifying the first signal; and sending the modified signal to the card.

11. A system for operating with a first store having a shelf, the system comprising:
a detector that detects a first product purchased by a customer, to generate a first signal;
and

a display supported by the shelf, the display acting to display an amount for a second product, responsive to the first signal.

- 12. The system of claim 11 further including a housing; and a card reader in the housing, wherein the display is in the housing.
- 13. The system of claims 11 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.
- 14. The system of claim 11 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.
- 15. The system of claim 11 further including a sender that transfers a first signal to a card in a plurality of portable cards, responsive to the detecting step.

- 16. The system of claim 11 wherein the display is responsive to a first signal on a card in the plurality of cards.
 - 17. The system of claim 16 further including

a receiver that receives a second signal corresponding to a product selected for purchase; and

a determiner that determines an amount due depending on whether the second signal corresponds to a first signal on the card.

18. The system of claim 16 further including

logic for selectively sending a second signal to the card, depending on whether the first and second signals correspond to a common company.

- 19. The system of claim 18 wherein the logic includes a comparator responsive to a value of the first signal.
 - 20. A system for operating with a first store with a shelf, the system comprising: means for detecting a first product purchased by a customer; and

means for displaying an amount for a second product, from the shelf, depending on the detecting step.

- 21. The system of claims 20 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.
- 22. The system of claim 20 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.